SEE SILVER SPRINGS

NATURE'S UNDERWATER FAIRYLAND

FLORIDA'S INTERNATIONAL ATTRACTION

FOLLOW THE SILVER ARROWS.

Located 5 ½ Miles

From

OCALA, FLA.

LOCATION

5½ miles east of Ocala, Fla., on the Ocala-Daytona Beach highway within a few miles of the Ocala National Forest and accessible from U. S. 41. Easily reached by Rail, Boat, Automobile, and Motor Coach. Information can be secured from any Chamber of Commerce, Hotel, Railroad, Boat or Motor Bus Ticket Office. For further particulars address SILVER SPRINGS, Silver Springs, Florida.

STOP-OVER PRIVILEGES are allowed with Railroad or Bus tickets, to see Silver Springs.

DISCHARGE MEASUREMENTS OF SILVER SPRINGS

By U. S. Geological Survey

Covering the four years between February 12, 1930, and April 11, 1934

	Cubic Feet Per Second	Gallons Per Minute	Gallons Per Day
Maximum (Sept. 9, 1933)	1240	551,000	801,000,000
Minimum (June 6, 1932)	526	236,000	340,000,000
Mean or average	808	362,000	522,000,000

New York City uses 800,000,000 gallons of water per day. Therefore, the maximum discharge of Silver Springs would be sufficient to supply New York City or 29 cities the size of Jacksonville, Fla.

WATER STAGES

Maximum for four years, 5.50 feet in September, 1933; minimum, .19 foot in January, 1933. Mean or average, 1.40. Zero of gauge, 38.98 feet above mean sea level.

CHEMICAL ANALYSIS

OF WATER IN PARTS PER MILLION

Silica 32, iron .06, calcium 70, magnesium 11, sodium and postassium 4.4.

RADICALS—Bicarbonate 205, sulphate 43, chloride 7.6, nitrate .86. Total hardness as calcium carbonate, 220.

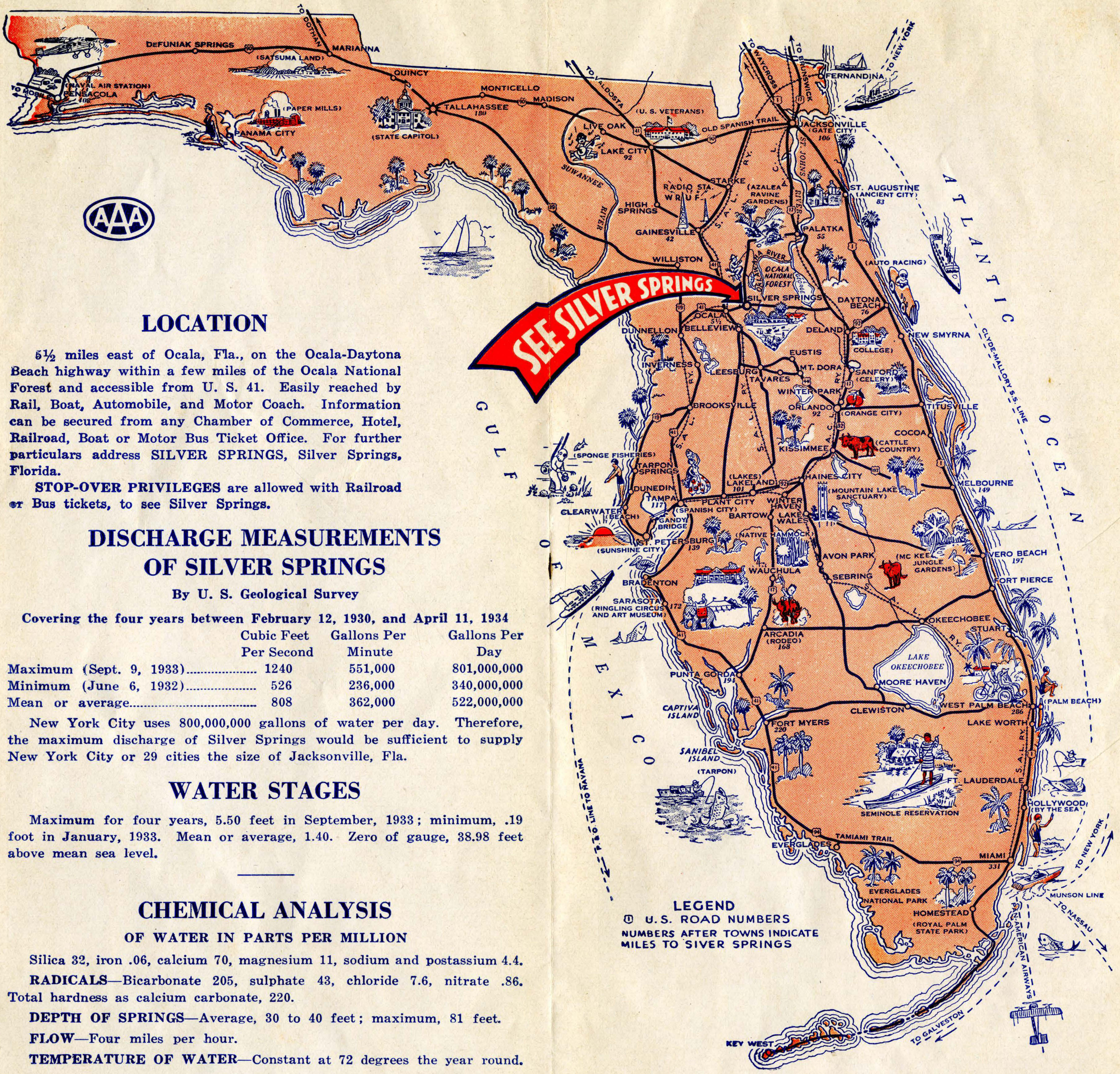
DEPTH OF SPRINGS—Average, 30 to 40 feet; maximum, 81 feet.

FLOW—Four miles per hour.

TEMPERATURE OF WATER—Constant at 72 degrees the year round.

CLIMATE

Sunshine, 333 days; average annual rainfall, 51.93 inches; yearly average temperature, 70.2 degrees; average winter temperature, 58.2 degrees; average summer temperature, 80 degrees.



In going North be sure to visit the Valley of Virginia.

PEPPER PRINTING COMPANY, GAINESVILLE, FLA.

Head of Springs and Swimming Float

SPRING OF ENCHANTMENT

PICTURE if you will a palm-fringed strip beside a lake of sapphire blue giving rise to a river of sparkling transparency and you have a birds-eye view of Silver Springs; but the water is blue only when viewed from a distance, for its crystal depths when seen from the surface are so clear that every fish and aquatic plant is an open-sesame.

Here is a scene that intrigues the imagination—more fascinating than anything you have seen, more beautiful than dreams can imagine, for Silver Springs is in truth the Elysian Fields of America. They who enter here leave all cares behind them. Individual worries become petit and insignificant when one is communing with Nature at her loveliest.

Silver Springs is really a subterranean river springing from the earth through a vast cavern 55 feet long and 12 feet high which lies at the bottom of the circular basin forming the head of the Springs and source of Silver River. Around this point, over a million dollars have been spent in improvements to grounds and buildings. A model bathing beach where the water remains all year at an even temperature of 72 degrees slopes gently from the shore. There is no admission charge to the grounds.

Navigable to its very source and fed by innumerable smaller springs, each a gorgeous beauty spot in itself, the stream meanders through forest primeval to join the Oklawaha nine miles away.

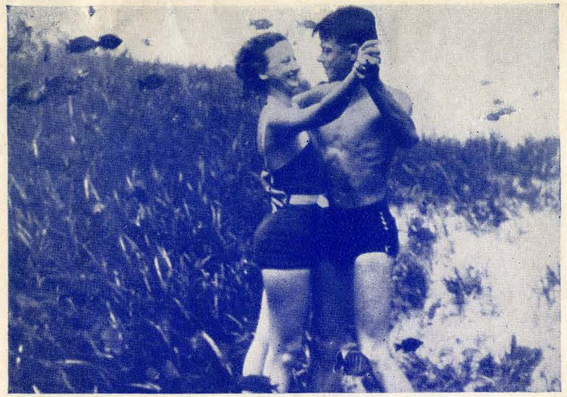
The first mile and a quarter constitutes what is known as Silver Springs proper where modern, electrically-driven, glass bottom boats ply over Florida's Subaqueous Fairyland. The underwater scenery is as gorgeous and varied as terrestrial plant and animal life is multiple; for here at Silver Springs Nature has drawn aside the curtain of mystery that shrouds other waters and revealed the living panorama of a world unknown to those who have never seen beneath its surface.

THE STORY OF THE GLASS BOTTOM BOAT

The story of the glass bottom boat is one of evolution from the ordinary bateau with its glass well of forty years ago to the luxurious, electrically-driven craft of the present. The practice of showing underwater scenery from glass bottom boats is believed to have originated at Silver Springs and probably dates back to pioneer days when boats of this type were designed and used for locating cypress logs in Silver River.

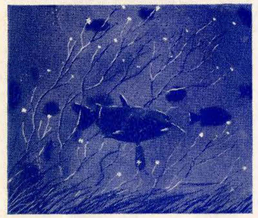
The present Silver Springs boat is a type peculiarly its own, the outgrowth of long study and successive improvements to perfect the model best adapted to the purpose it serves.

Silver Springs now has a large fleet of electrically-driven, glass bottom boats named for members of the families of the proprietors, viz., "Bill Blue", "Bonnie Ray", etc.



Divers Dancing on Bottom of Silver Springs

FISH AND UNDERWATER PLANTS OF SILVER SPRINGS



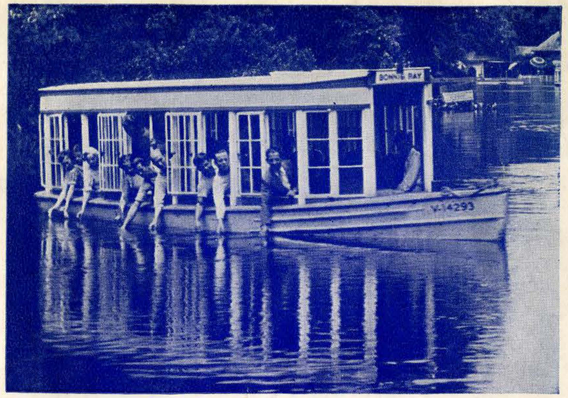
Bridal Wreath Flowers

More than 50 varieties of fish, turtles and fresh water shellfish may be seen in their native habitat in Silver Springs as plainly as though under water in an aquarium. Numerous species of plants, some of them bewitchingly beautiful, rare and exotic, grow in profusion on the bottom. There are plants that bloom and bear fruit under water.

Most interesting of the latter is the ribbon or eel grass (*Sagittaria lorata*) producing the small, white Bridal Wreath flower, resembling an orange blossom, which according to tradition is lucky in love. Many picking it have soon wed. A perfume made from this flower is now on sale at the Souvenir Counter, and the perfume emitting a delicate odor of violets with a breath of yellow jessamine, is said to possess the same potency as a love charm as the flower itself.

Most common of other plants growing upon the bottom and surface of Silver Springs and Silver River are: Myriophullum, foxtail, coral ludwigia, money wort, water moss, Sagittaria grandi, water poppy, water lettuce, water hyacinth, arrow leaf, duckweed, hair algae, southern water lily and spider-dock. Among the prettiest and most plentiful of the subaqueous plants are the carpet grass (*Chara foliolosa*) and grape-like cluster (*Isnardia natans*), sometimes called coral fern.

Beauty Spot on Silver River



Fish Eating From Hands of Passengers

Ross Allen, Silver Springs naturalist, has found and identified 35 kinds of fish, 11 species of turtles and several varieties of shellfish in Silver Springs, including:

COMMON SOUTHERN VARIETIES—Short Nose Gar, Long Nose Gar, Alligator Gar, Needle Gar, Channel Cat, Mud Cat, Black Bass (large mouth), Rock Bass, Common Sucker, Shad, Shellcracker, Southern Sunfish, Mud Sunfish, Diamond Sunfish, Emerald Sunfish, Pigmy Sunfish, Common Sunfish, Warmouth Perch, Jack Pike, Mud Fish, Fish Eel, Darter.

SALT WATER SPECIES—Mullet, Flounder, Manhadden.

TROPICAL FISH—Blue Dace (*Chirocops goodei*), Gambusia affinis, Gambusia affinis var. holbrooki, Heterandria formosa, Mollienisia latipinna, Jordanella floridana, Fundulus chrysotus, Mollienisia sphenops.

CRUSTACEA—Giant Fresh Water Shrimp, Fairy Shrimp.

SHELL FISH—Snails (*Vivaporous georgiana*), Mussels.

TURTLES—Florida Terrapin (*Pseudemys floridana*), Red-Bellied Terrapin (*Pseudemys rubriventris*), Yellow-Bellied Terrapin (*Pseudemys scripta*), Chicken Terrapin (*Deirochelys reticularia*), Southern Snapping Turtle (*Chelyara osceola*), Common Snapping Turtle (*Chelyara serpentina*), Southern Soft Shelled Turtle (*Amyda ferox*), Southern Musk Turtle (*Sternotherus minor*), Common Musk Turtle (*Sternotherus odoratus*), Baur's Mud Turtle (*Kinosternon baurii*), Southern Mud Turtle (*Kinosternon steindachneri*).

Glass Bottom Boat on Silver Springs

Airplane View of Silver Springs and Silver River

SHRINE OF THE WATER GODS

IN AND AROUND Silver Springs has centered the life of the land since times so remote as to be reckoned only in æons. Mastodon and elephas columbi fossils abound in Springs and river, while shell mounds in the vicinity divulge evidence of human habitation of the peninsula more than 2000 years ago.

So far as history records, Hernando de Soto and his followers were the first white men to behold the wonders of Silver Springs, which undoubtedly was the Fountain of Youth sought by Ponce de Leon. The earliest Indian dwellers were the Timucua who by 1750 had been displaced by successive bands of Georgia tribes who finally became known as Seminoles.

Spain ceded Florida to the United States in 1821 and by 1825 an Indian agency had been established three miles west of Silver Springs on the present site of the Ocala Highlands hotel and golf course. In 1827, the post had been garrisoned and designated Fort King, which continued to be the center of Indian affairs until after the Seminole wars. The provision station for the post was at Silver Springs.

Silver Springs remained for many years the head of navigation and outlet for a large area, extending as far south as Tampa. Before coming of the steamboat, barges were poled up and down the St. Johns, Oklawaha and Silver rivers by negro slaves. As early as 1884, there was a big hotel at Silver Springs, which remained filled throughout the season. The glass bottom boat of that period was a rowboat with a small glass well in the center.

Two railroads formerly connected Silver Springs with Ocala, a tram road and a branch of the Seaboard Air Line, while the Oklawaha Valley line linked it with Palatka.

The real progress of Silver Springs did not begin, however, until its lease in 1924 to W. C. Ray and W. M. Davidson, while the period marking its operation by Ray & Davidson and greater growth covers only the last nine years.

"SHRINE OF THE WATER GODS"—This book, for sale at the souvenir counter, is a fascinating account of Silver Springs, historically correct and full of colorful detail.

NAVIGABLE TO SOURCE

"Silver Springs at Ocala probably has the largest flow of any spring in the world, namely, 22,134,780 gallons per hour. Freight and passenger boats, following the stream, enter and dock at the spring, affording one of the few cases of a stream navigable to its very head. The water is wonderfully clear and transparent, small objects being visible on the bottom of the spring at a depth of forty feet or more."—Extract from the Seventh Annual Report, 1915, of Florida Geological Reports.

Forests of Rare Beauty Cover the Bottom of Silver Springs

WHAT VISITORS SEE

FROM A GLASS BOTTOM BOAT IN SILVER SPRINGS

Water Nymph

PREHISTORIC BONES—Geyser Springs and Icthyosaurian remains.

BLUE GROTTO—Pool of ethereal blue, 41 feet deep and clearer than the air we breathe; trick fish parading in military formation.

DECORATED CHRISTMAS TREES—Covered with tinsel, sunken mystery boat which tradition ascribes to DeSoto era, "petrified" cypress logs. (Depth 45 feet.)

TURTLE MEADOW—Turtle herds graze upon unique, woolly moss which covers the bottom at this place.

GARDEN OF EDEN—Where coral and silk ferns of gorgeous colorings and beautiful markings vie with wax like bridal wreaths to form a fascinating picture.

THE SUNKEN GARDENS—Where one sees the most interesting subaquatic plants, resembling forests when viewed from an aeroplane. These plants bloom and bear fruit under water.

LEGENDARY INDIAN CAVE—Into this cave, tradition says the Indian lovers Ocklawaha and Winonah, their romance embittered by tribal enmity, plunged through the waters to the land from which their ancestors came.

FISHERMAN'S PARADISE—Where literally thousands of fish and turtles of all kinds and sizes meet the boat and play a game of football to the delight of visitors.

VOLCANIC BASIN—Large springs erupting charcoal, shell and ashes. No vegetation grows in this strange place.

CATFISH HOTEL—Full of guests and every room equipped with running water.

GAR FISH HOLE—Like a huge swordfish is the voracious alligator gar.

MAMMOTH ROCK LEDGE—A sheer drop from 17 to 31 feet.

BIG SPRING AND ENDLESS CAVERN—Really a subterranean river issuing from a great cave 65 feet long and 12 feet high. (Depth 50 feet.)

RECEPTION HALL—Spectral rays scintillating upon the walls.

BRIDAL CHAMBER—Fathomless crevices emitting flimsy veil of shell, fish eating from the hands. (Depth 81 feet.)

LADIES' PARLOR—A thousand rainbows mirrored against a background of alabaster pink. (62 feet across.)

DEVIL'S KITCHEN—Springs bubbling charcoal that look like smoking campfires.

Mullet in Silver Springs

ACTUAL PHOTOGRAPHS

One Way of Taking Photos Under Water

Mermaid Fan Dancer

Let's Go Fishing

Ho! Hum! Not Biting Today: That's All

Dinner's Ready

Reading Under Water

The Bridal Chamber

A LEGEND OF SILVER SPRINGS, FLORIDA

Aunt Silla
110-year-old negress as featured in the legend of Silver Springs

ALWAYS, as far back as anyone could recall, Aunt Silla had been identified with Silver Springs where she lived in a wooded cottage and hobbled about during the day, telling those she chanced to meet the tragic story of Claire Douglass and Bernice Mayo; and although she must have repeated it many thousands of times, her account never varied. She died a few years ago, professing to be in her 110th year.

According to the legend handed down by Aunt Silla, there stood near the site of old Fort King, sometime in the early 80's or before, the plantation manor of Captain Harding Douglass, wealthy and aristocratic cotton baron whose broad and fertile acres stretched away to the horizon upon either hand.

Bound by the indomitable will of Captain Douglass like every other member of his household was an only son, Claire, who possessed the poetic temperament of his mother, estranged from Captain Douglass. Claire found relief from the imperious nature of his father in hunting and outdoor sports which caused him to frequent the woods and waters of Silver Springs.

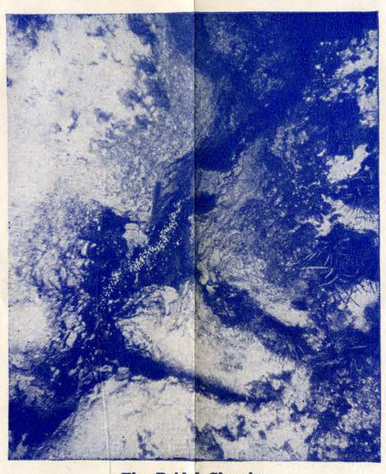
One day as he lolled upon the bank beside the deep, clear water, Claire heard a twig snap behind him and turned to catch a fleeting glimpse of what appeared a golden-haired wood nymph disappear down the path toward Aunt Silla's cabin; and although he gave chase and drew up panting in front of the cabin, she had gone entirely and the gnome-like features of Aunt Silla gave no hint of having seen her.

After similar meetings when upon closer view Claire seemed to recognize his forest wraith, he learned that this lady of his dreams with whom he had fallen instantly and desperately in love was no filament of the imagination as he half feared at first but a real and vibrant young woman of exquisite charm and beauty, despite her poor circumstances, who bore the name of Bernice Mayo and had but recently come from Sanford to make her home with an aunt in Ocala.

That she was Aunt Silla's "honey child" was due to the fact that the old colored woman once nursed her through a severe illness and accounted for Bernice being seen so frequently at Aunt Silla's cabin where the latter was wont to read her fortune in the cards and foretell a future of wedded bliss in the big white house on the hill with a handsome young gentleman answering the description of Claire Douglass, for Silla was really quite fond of Claire.

Therefore it required only a little cajolery on his part to bring about a meeting with Bernice which soon ripened into mutual love and a constant companionship which had as its trysting place the cabin of old Aunt Silla or the big Boiling Spring (now the Bridal Chamber) where they were wont to sit in Silla's boat for hours, watch the spring and dream.

Then came that day of all days when Bernice promised Claire to become his wife, when for want of the usual ring to bind their engagement, he slipped upon her wrist a little bracelet with which he had planned to surprise her. They were happy in their great love which promised to endure until death while they swore no power on earth could ever separate them.



The Bridal Chamber

But they reckoned without Claire's stern father who objected strenuously to his son marrying a poor girl and contrived to send the youth away to Europe in company with a wealthy cousin and her chaperon in the hope that Claire would forget Bernice and marry his cousin who was nearer his own station in life.

When Claire took leave of his betrothed, he promised to write every day and return soon to claim her for his bride, but Captain Douglass continued upon some pretext or other to prolong his stay abroad and intercept the letters that passed between them with the result that days lengthened into months and when nearly a whole year had passed without word of her beloved, Bernice pined away and became ill of the all-consuming grief that ate her heart away.

Even sympathetic Aunt Silla was unprepared for the emaciated little shadow that appeared at the door when, realizing she was going to die, Bernice dragged herself to the cabin at Silver Springs where she had spent so many happy hours with Claire; and there upon her deathbed she exacted a promise from the old colored woman who knelt sobbing at her side—a promise so weird and awful that Silla shivered and drew her shawl closer about her shoulders as she sealed it with a kiss upon the fevered brow of the dying girl, whom she once saved from a dangerous illness but was powerless to aid now. In the dead of night while only the stars looked on and the doleful hooting of an owl broke the eerie silence, Silla bundled the limp body of Bernice Mayo in a sack and carried it to her bateau moored to a tree at the water's edge. Tenderly and lovingly she deposited it in the boat and with her gnarled and withered hands paddled slowly to the Boiling Spring where she lowered all that was mortal of Bernice Mayo into the rocky crevice below. She had fulfilled her promise.

Upon the morrow, Claire Douglass returned. It was the date they had set more than a year before, the day he and Bernice were to have been married had everything gone as they planned and their hopes not been frustrated by parental interference. Small consolation that, when he had not heard from her in a whole year although he had written regularly as he promised. He supposed she had found a new sweetheart in his absence, one she loved more than himself. Women were fickle like that, had he not often heard his father say? He would have just one more look at the Boiling Springs he and Bernice had loved so much to watch, before returning home to pay court to the wealthy cousin his father had chosen for his wife.

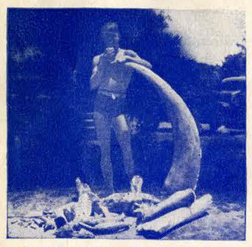
Aunt Silla sat with downcast eyes in her boat at the bank. Throughout the long night she had sat like that, scarcely moving, and she did not raise her eyes or respond to Claire's greeting when he clambered into the boat and steered toward the Boiling Springs where, allowing the boat to drift, he peered deep down into the crevices of the rock eighty feet beneath him.

Suddenly he started in horror at the sight of a woman's hand protruding from the rocks, for upon the wrist he recognized through the crystal-clear water the bracelet he had given Bernice.

Straight down into the cavern he dove and though the pressure of the deep water pained his ears terribly and his lungs felt as if they would burst, forced himself to the bottom and into the rocky crevice until he could seize Bernice's arm. Vainly he strove to raise the dead weight of her but her body was caught in the rock and try as he would he could not dislodge it.

Then he draw himself down beside her and clasped her dead body to him in an embrace that has defied time and elements, for Aunt Silla swore that when he did so the rocks opened up to receive these unhappy lovers to the bosom of Mother Earth, then closed again over their dead bodies; and people do say their bones still repose there.

SILVER SPRINGS--INTERNATIONAL ELYSIUM



Fossils Taken From Springs

President Ulysses S. Grant made the trip by river steamer from Jacksonville to Silver Springs in January, 1880, arriving at Silver Springs Sunday, January 8. He was accompanied by General William Tecumseh Sherman.

It was at Silver Springs that Mr. and Mrs. Thomas A. Edison spent their honeymoon.

The poet, Sidney Lanier, visiting Silver Springs in 1879, described the boat ride as a "journey over transparency" and referred to Silver River as "a gigantic rosary of water-wonders and loveliness", while the spring itself appeared to him like a crystal gazer's ball where "depth itself had been compressed into a crystal lymph, one inch of which would represent miles of ordinary depth."

Harriet Beecher Stowe wrote of Silver Springs: "The transparent depths of water gave the impression that our boat was moving through air. Every pebble and aquatic plant seemed invested with prismatic brightness. What a sight was that! There is nothing else on earth comparable to it."

"If I were asked to cite one attraction as the chief glory of Florida," said William Jennings Bryan, "it would be her springs; and the glory of glories is Silver Springs. God could have made something on earth more beautiful but He did not do so."

"There is nothing in the whole world like Silver Springs. Among springs, it is unique."—Dr. Walter Ellerkamp, Hamm, Westphalia, Germany.

"Marvelous!"—Lady Malcolm Campbell.

"Silver Springs is one of the most interesting places I have seen."—Dr. Christian Gauss, Dean of Princeton University.

"God must have crumbled His most perfect rainbow and dropped it in Silver Springs."—Billy Sunday.

"Silver Springs are one of Florida's greatest assets."—Roger W. Babson.

"Silver Springs is Nature's own aquarium and the best place I have seen to study fish life under actual conditions."—Charles E. Jackson, Deputy Commissioner, U. S. Bureau of Fisheries, Washington, D. C.

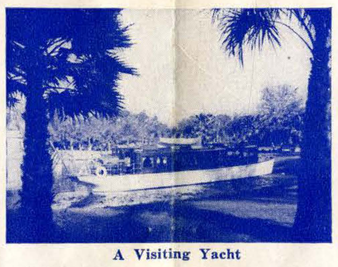
"Europe, Canada and most states of the Union—I have seen the leading wonders of them all; but Silver Springs remains the most enchanting wonder of the entire lot."—A. H. McDonald, Editor in Chief of Encyclopaedia Americana.

"This is my third trip around the world and my third trip to Silver Springs; this shows what I think of the Springs. It is the greatest water view in the world."—L. W. Green, Paris, France.

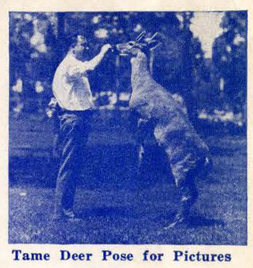
"Silver Springs has caught the blue of Capri, the gold of the Orient and the silver of the moonlight and knitted them together under her crystal waters to enchant and draw us back."—Carolyn W. Green.

"Silver Springs is a grander sight than Italy's Cave of Capri. I have not seen anything in America or Europe to compare with it."—Walter B. Bellingrath, owner of Bellingrath Gardens, Mobile, Ala.

"Many writers have admired its underwater marvels and have painted graphic word pictures of this beautiful and unique scene. Small objects are visible in minutest detail at a depth of forty feet or more and the remarkable colouring of the water varies with changing weather conditions. Crevices and fissures in the ledges create a variety of underwater scenery."—Illustrated London News.



A Visiting Yacht



Tame Deer Pose for Pictures

"The painter who can portray the true beauty, a poet who can describe its wonders, or the descriptive author who can tell of the sublimity of Silver Springs is yet to be born. . . . Forgetting that it is a boat, one can readily imagine he is in an airplane flying over mountain ridges, deserts, prairies, the Grand Canyon, Yellowstone National Park, with its many geysers; the Rockies, thick forests, gardens and valleys."—Joseph L. Laube in Hearst's Sunday American.

The imagination of the poet, Coleridge, was captured by William Bartram's description in 1774 of the subterranean river feeding Silver Springs, resulting in "Kubla Khan"—"where Alph, the sacred river ran, through caverns measureless to man, down to a sunless sea."

"Silver Springs! Words cannot describe it. I'm so glad we've found such a beautiful place to come."—Mrs. Huey P. Long.

UNDERWATER "MOVIES"

More underwater "movies" are made at Silver Springs than anywhere else in the world. Practically all of the larger producers as well as many of the freelances have been coming to Silver Springs for their underwater "shots" since 1925. A steel tank supported by pontoons, with a large glass window in one side is used for the purpose.

Among those who have made shorts and feature pictures at the Springs are: Fox, Universal, Warner Bros., Pathé, Paramount and Grantland Rice. Outstanding among the full-length pictures that have been made exclusively at Silver Springs have been "Magic Carpet", "Water Jamboree" and "Crystal Champions". All of the news reel companies are frequent visitors to Silver Springs, where transparency facilitates difficult subaqueous shots.

SOLIDS DISCHARGED BY SILVER SPRINGS

The mineral content in the water discharged from Silver Springs every 24 hours would, if separated into solids, load a freight train half a mile long. A total of 1902 tons of solids, amounting to 63 freight carloads, is discharged by Silver Springs every 24 hours.

Cameraman Working in Diving Tank

BATHING BEACH

The water at Silver Springs is unexcelled for swimming and diving, first because of its purity and clearness and secondly because of its even temperature which remains somewhere near bodily temperature at all times, so that swimming is good in winter and summer alike. The water also is rather buoyant, probably because of its high mineral content. Those frequenting the bathing beach are inveigled by its invigorating effect; children four and five years old take readily to the water, and it is not unusual to see aged persons swim out to the float.

OCALA NATIONAL FOREST

The Ocala National Forest of 500,000 acres adjoins Silver Springs on the east. Innumerable lakes in the forest area teem with the big-mouthed bass and other game fish. Fishing and hunting are permissible in season.

Remains of Extinct Marine Monster

Picnic Grounds Where Parties Have Use of Outdoor Kitchen

OTHER ATTRACTIONS

IN ADDITION TO FEATURED GLASS BOTTOM BOAT TRIP

Pioneer Log Cabin

BATHING BEACH—Complete with diving tower, diving boards, sun-bath pontoon, white sand bottom, clear flowing spring water at an even temperature of 72 degrees the year round.

FREE PARKING GROUNDS—Unlimited in time or space and attended by a watchman at all hours of the day.

FREE PICNIC GROUNDS—Numerous palmetto-thatched roofs for individual parties, ample tables, plenty of benches and free use of open air kitchen.

SOUVENIR COUNTER—Located in ticket office lobby.

DINING PLACE—Silver Springs Coffee Shop, recently enlarged and renovated and now capable of seating 100 people, will be found next to the ticket office and lobby.

SPEEDBOAT JUNGLE CRUISE—For those who wish to explore further after the glass bottom boat ride and the underwater scenery, there is the famous jungle cruise, with speedboats to whisk them five miles down picturesque Silver River and back in 45 minutes, showing the wild life and surface views of the area.

FLORIDA REPTILE INSTITUTE—Here one may see every Florida snake and reptile. The poisonous snakes are "milked" of their venom which is in great demand for medical purposes. Visitors also find the pioneer log cabin and taxidermy exhibit interesting.

SEMINOLE INDIAN VILLAGE—Primitive people at work and at play in their natural surroundings, just as they are in the heart of the impenetrable Everglades.

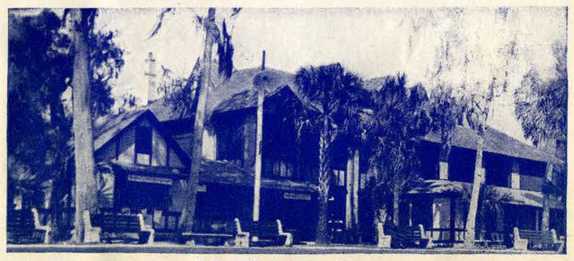
YE ANTIQUE SHOPPE—Lovers of antiques are always glad to see the unusual and genuine articles on sale in this exclusive shop.

POTTERY SHOP—Here the potter turns his wheel to produce the delicately fashioned and brightly colored pots and vases so much sought as souvenirs.

CITRUS FRUIT MARKET—The choicest fruits and citrus products on sale; offering visitors an opportunity to select gift shipments.

CAMP SILVER RIVER—Open from June 18 to September 2 every season for boys and girls of from seven years up, featuring swimming, canoeing, camp study, horsemanship and life saving.

THE NOVELTY LINEN AND GIFT SHOPPE—Featuring imported and domestic linens and novelty gift items, offers unique suggestions for the friends back home.

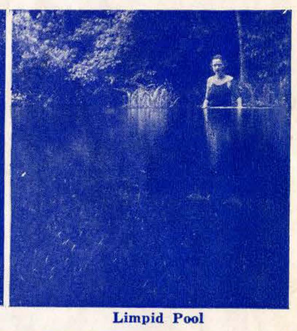


Silver Springs Pavilion

UNDER WATER—SILVER SPRINGS

Coconuts Make Good Water Wings

Hula Hula Dancer



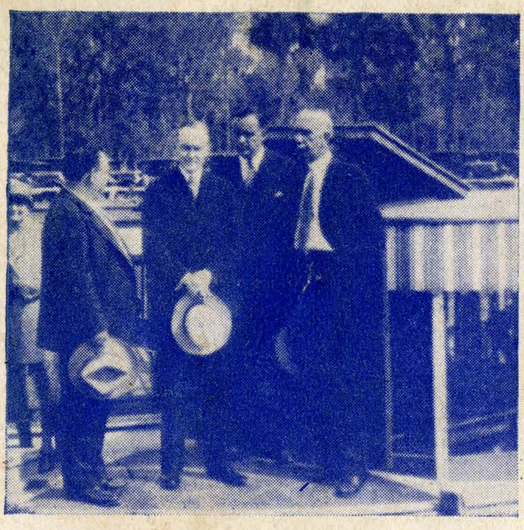
Limpid Pool

Swimmers in Underwater Fairyland

Underwater Fisherman

Feeding the Fish

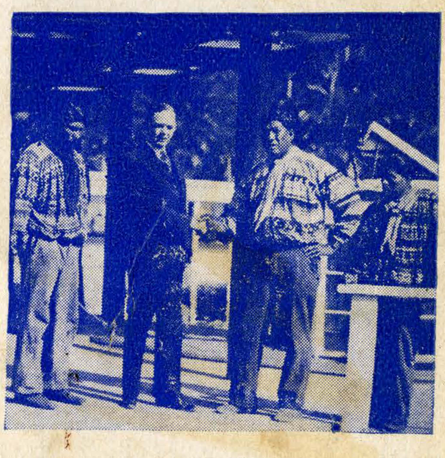
WORLD FAMOUS SILVER SPRINGS



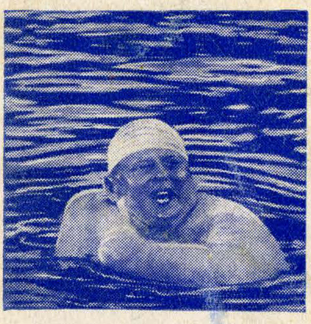
President Coolidge smiling as he returned from glass bottom boat ride at Silver Springs.

"It is worth coming to Florida just to see Silver Springs."—Geo. H. Dern, Secretary of War, shown signing world's largest register.

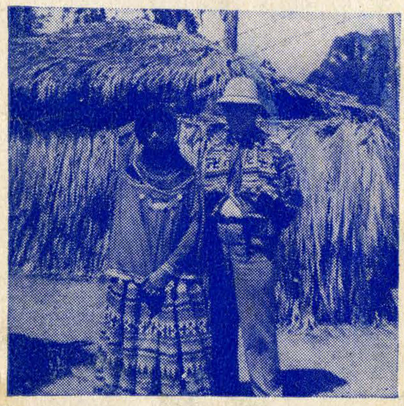
"I consider Silver Springs the most interesting place in Florida."—Governor Hill McAllister of Tennessee (right) being greeted by Sam Tommy, chief of Seminole village.



"An Underwater Paradise, the South Seas, Riviera and Bahamas all rolled into one — that is my idea of Silver Springs."—Christine Lamb, singer of radio station WSM, Nashville, Tennessee, shown in underwater pose.



"One of the most entertaining places I have visited—an ideal spot, unique and beautiful."—Ted Cox, Head Football Coach, Tulane University (below), shaking hands underwater with Newt Perry, Silver River Camp director.



"After swimming 28 hours in Silver Springs, I pronounce it the best place to swim that I have found during 17 years as an endurance swimmer, because the water is the clearest and freshest and the temperature the most even and agreeable I have ever experienced."—Norris "Corky" Kellum, World's Champion Endurance Swimmer, photographed here in Silver Springs.

"After regular pilgrimages to Silver Springs during my winters in Florida since 1896, I still find it the most educational and graphic show of its kind in the world."—Frank D. Waterman (Fountain Pen Magnate), seen (left) in Silver Springs Indian Village.

"One of the greatest benefits that came to me from this wonderful trip was that it enabled me to make a close study of the black bass in their native haunts. A fisherman can learn more about the habits of bass in Silver Springs in an hour than he could by fishing for them a year, and after all, a knowledge of their habits is necessary to catch them consistently."—Jack Lamb, World Champion Bass Fisherman.